



# **CITY OF GALLUP**

- Branding/Identity Standards Guide  
City of Gallup, New Mexico

Revised December 2012 (v2.2)

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- ▶ The logo and logotypes shown in this document are property of the City of Gallup and may not be used without express written permission of the city.

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## USAGE

### Primary Logo Mark

- ▶ This logo has been specifically designed to represent the City of Gallup, New Mexico. The typography and colors have been uniquely chosen to embody Gallup and its values. This logo is the way people will identify with Gallup and therefore it cannot be altered or destroyed in anyway. The examples described in this guide will demonstrate and suggest ways the logo should and should not be used.



## USAGE

### Logo Layouts-Color



► Horizontal Version-2 Color



► Horizontal Version-1 Color



► Horizontal Version-1 Color



► Stacked Version 2-Color



► Stacked Version 1-Color



► Stacked Version 1-Color

## USAGE

### Logo Layouts-Black & White

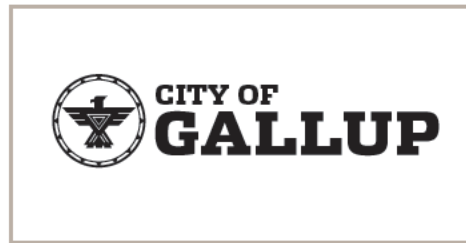
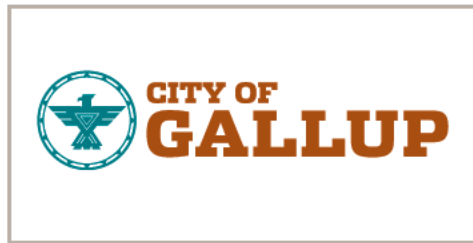


## USAGE

### Logo Layouts–Proper Usages

- ▶ The correct variations of the logo are supplied with the official brand artwork. Consistent application of the logos will reinforce the City of Gallup as a brand.

When reversing the logo out of a background, the artwork should be all white.



## USAGE

### Incorrect Usage

- ▶ 1. Do not reproduce in any other colors than the approved branding colors in this guide.
- ▶ 2. Do not reproduce with any other typography or change the text sizes.
- ▶ 3. Do not stretch or squish, keep the logo proportionate.
- ▶ 4. Do not put the logo in front of a shape or pattern.
- ▶ 5. Do not change the logo's orientation.
- ▶ 6. Do not place over a photo or image.
- ▶ 7. The logo should be surrounded by the minimum amount of free space stated in the branding guide.
- ▶ 8. Do not recreate elements to replace other elements in the logo.
- ▶ 9. Do not reproduce in outlines.



1



2



3



4



5



6



7



8

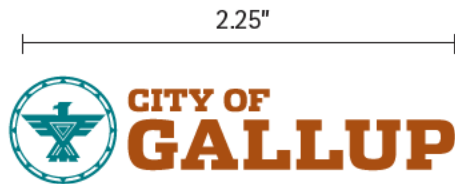


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## USAGE

### Sizing and Spacing

- ▶ To preserve the logo integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the logo and the alternate stacked logo is defined as the height of the "G" in the wordmark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.
- ▶ To preserve legibility, the logo should reduce to no smaller than 2.25" wide.  
Department names should be left justified with the "City of Gallup" text underneath the logo mark, exactly the distance of the height of the "G". A 322C .5 stroke should divide the space by half. Use Rotis II Sans Semi Bold, with color 322C. If the department name is longer than the logo, the name should wrap neatly to two lines. An Illustrator template is provided to maintain these standards.



Parks and Recreation



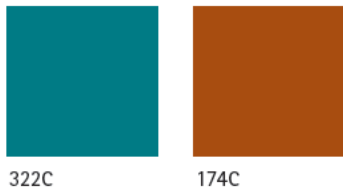
Department Name too long  
to fit on one line



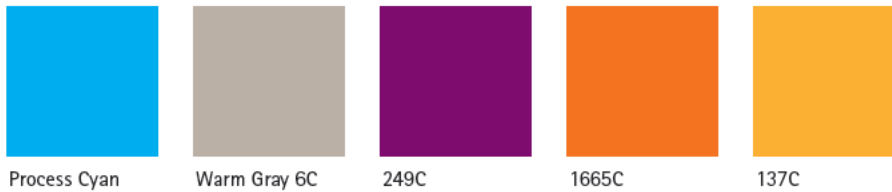
## COLORS

### Branding Colors-Pantone

- ▶ The branding colors were chosen to specifically represent the City of Gallup and its community. The two primary colors that are represented are Pantone 322C and 174C.



- ▶ Secondary colors were chosen to accent the primary colors as well as compliment any branding pieces. No other colors, or substitutions should be used. The following pages will present the HEX, CMYK and RGB values for each of these colors.



## COLORS

### Branding Colors–HEX, CMYK, RGB Values

- ▶ The following are the hex, CMYK and RGB values for the City of Gallup color palette.
- ▶ RGB (Red, Green, Blue) and hex values can be used interchangeably for web use only. These colors should not be used for printing purposes.
- ▶ CMYK (Cyan, Magenta, Yellow, Black) values are for printing purposes. These colors are referenced when printing with a four-color process.

322C



Hex:  
#007b85

CMYK:  
100/0/33/35

RGB:  
0/123/133

174C



Hex:  
#933b15

CMYK:  
0/70/100/36

RGB:  
147/59/21

Process Cyan



Hex:  
#009ce8

CMYK:  
74/12/0/0

RGB:  
0/156/232

Warm Gray 6C



Hex:  
#aba195

CMYK:  
28/27/33/0

RGB:  
171/161/149

249C



Hex:  
#670059

CMYK:  
57/100/25/10

RGB:  
103/0/89

1665C



Hex:  
#e85f24

CMYK:  
0/68/98/0

RGB:  
232/95/36

137C



Hex:  
#f4a232

CMYK:  
0/35/91/0

RGB:  
244/162/50

## TYPOGRAPHY

### Dispatch and Rotis II Sans

- ▶ Dispatch and Rotis II Sans are the approved typefaces for City branding. These fonts must be used to maintain consistency through all branding materials. Font samples are shown below. Georgia and Arial, available as a standard font on both Windows and Macintosh computer operating systems, are approved for body copy only.

Dispatch and Rotis II Sans fonts for your computer are both available for purchase from [Fonts.com](https://www.fonts.com).

#### DISPATCH

Dispatch Black should be used for all primary headlines, in all caps and (if necessary) at Pantone 174C. Headings should be at least 19pt to maintain hierarchy.

**Dispatch Black Character Set**  
AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$%^&\*()<>?:"{}|\_+==

Dispatch Regular Character Set  
AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$%^&\*()<>?:"{}|\_+==

Dispatch Light Character Set  
AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$%^&\*()<>?:"{}|\_+==

#### Rotis II Sans

Rotis should be used for all secondary headlines and the department name for all department logos. The size should appear half of the size of "Gallup" in the department logos and the secondary headings for all other instances much be at least 2 point sizes smaller than the primary headline.

Rotis should also be used for body copy where possible.

Rotis Regular Character Set  
AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$%^&\*()<>?:"{}|\_+==

Rotis Bold Character Set  
AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$%^&\*()<>?:"{}|\_+==

#### Georgia

Georgia is an approved secondary font for print. It is suggested that Georgia be set in 11 pt type.

#### Arial

Arial is an approved secondary Font for print. It is suggested Arial be set in 11 pt type.

## TYPOGRAPHY

### Text Examples

- The following is an approved text example for a print piece.

## MAIN HEADING

This is the second heading of the body of copy. It is set at 16pt and the color is 322C. The Main Heading is 19pt and the color is 174C.

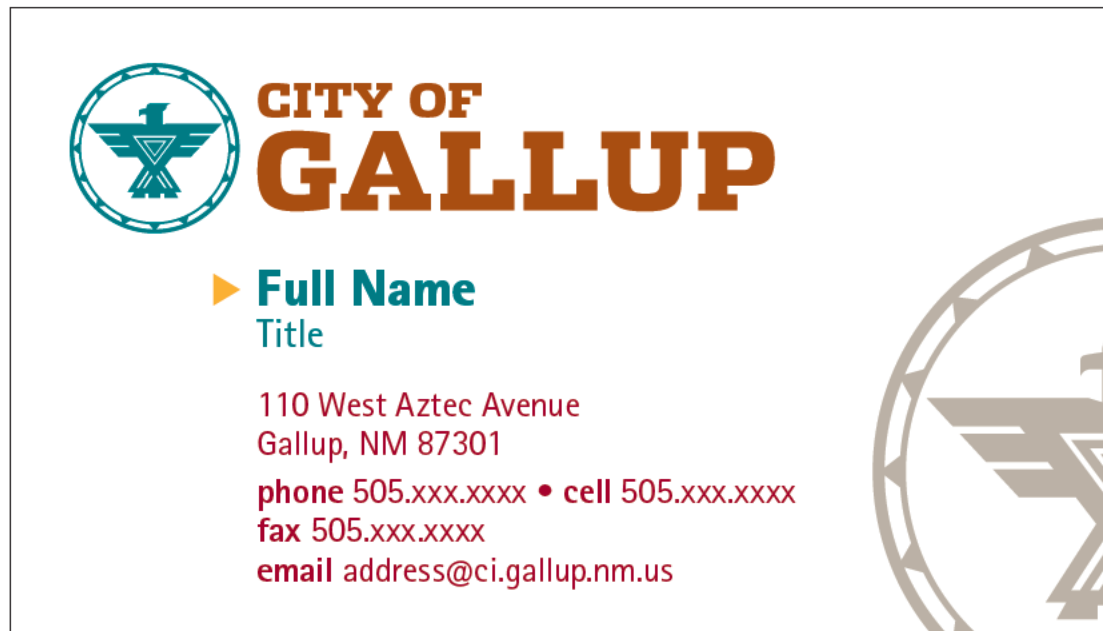
The following body copy is 11 pt. Nullam dolor augue, sollicitudin ut mollis sollicitudin, iaculis a eros. Integer sit amet dolor ac metus pellentesque consequat. Duis aliquet diam at sapien porta a tempus orci suscipit. Vivamus dui felis, suscipit in vehicula varius, interdum eu augue. Praesent ultricies, enim vel commodo lobortis, neque metus molestie nunc, in lacinia risus ipsum sed erat. Etiam sed est in augue pulvinar dictum. In tempus magna eget felis venenatis volutpat.

## COLLATERAL

### Business Cards

- ▶ The following is an example of a business card. All cards shall be printed using the same format. Only the name, title, address, phone numbers and e-mail address may be changed.

Butler's Printing and Office Supply in Gallup currently has the official template for creating cards. However, other vendors may be selected provided that they comply with the official template, available for download from the city website.



## COLLATERAL

### Letterhead and Envelopes

- ▶ This is the standard layout for city stationery. Letterhead and envelopes may be ordered as a stock requisition from the Municipal Warehouse.

All external communications (i.e. communications sent to entities outside the City government) should be printed on official letterhead. Please do not use electronic versions of the letterhead for external communications.



## COLLATERAL

### Interoffice Memorandums ("Memos")

- This is the standard layout for interoffice memorandums. This form may be used for internal communications (printed and electronic). We have created templates in Microsoft Word format for each department to use.

Note: when using a Word template, you should use either Georgia or Arial fonts. These are the two approved fonts for use in general communications.

If you need a custom template, please contact General Services for assistance.



**CITY OF  
GALLUP**

Interoffice Memorandum

Date: December 20, 2012

From:

To:

Subject:

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This template is intended for use for city internal communications only.

For print external communications (i.e. a letter to a citizen or anyone outside of the city) please use official City of Gallup letterhead, available from the Municipal Warehouse.

Approved Fonts: Georgia (11 point) or Arial (11 point). **To ensure consistency in city communications, please use only approved fonts.**

Please delete this text and save this document as a template for your use. You may change the footer information for your department or division as necessary.

**Thank you for your cooperation.**

110 West Aztec Avenue • Gallup, New Mexico 87301 • phone (505) 863-1220 • fax (505) 726-5134

## COLLATERAL

### Letterhead and Envelopes

- ▶ Standard #10 envelope layout



**CITY OF**  
**GALLUP**

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110 West Aztec Avenue  
Gallup, NM 87301



## CO-BRANDING

### Complementary Logo Applications

- ▶ Sample use of a City logo. Sufficient white space is required to separate the logo from other artwork and we recommend use of a vertical bar that is at least the height of the logo as a separator.



- ▶ City programs that require branding should utilize a logo that is complementary to the existing branding. The logo should be used as a "badge" when placed on photographic artwork or other non-uniform backgrounds to avoid problems with artwork integrity.

## CO-BRANDING

### Other City Logos

- ▶ Selected departments are authorized to use a variant of the "City of Gallup" logotype. These are to be substituted in collateral designs where the logotype is already used (business cards, stationery, etc.). NO OTHER DEPARTMENTS ARE AUTHORIZED TO USE THESE FORMATS.



**GALLUP**  
**POLICE DEPARTMENT**



**GALLUP**  
**FIRE DEPARTMENT**



**GALLUP**  
**JOINT UTILITIES**

## CO-BRANDING

### City Seal

- The official seal of the City of Gallup. This seal may not be used without the express written permission of the City Manager's Office.



## QUESTIONS?

### Where to Get Help

- ▶ If you have questions regarding usage of any logos, colors or other concerns about the information in this guide, please contact the General Services Department at (505) 863-1292.